

COLLECTING AND ANALYZING SURVEY DATA

Abstract

A computer-implemented process includes distributing a
5 first, general survey, receiving responses to the first
survey, analyzing the responses automatically, and
obtaining a second survey based on the analysis of the
responses. The second survey is more specific than the
first survey. The process further includes distributing
10 the second survey, receiving responses to the second
survey, analyzing the responses to the second survey
automatically, obtaining a third, still more specific,
survey based on the analysis of the responses to the second
survey, and repeating the process using the third survey.

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